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fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ MAY 14, 1962

1962

january

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november

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING SUNDAY, MAY 13, 1962

Sunday May 13

MOTHER'S DAY. Theme: "It's A Great Day For Mom."
Contact: Aline Blumner, 129 West 30th Street, LO. 5-4700.

Sunday May 13 12:30 P.M. Brunch

ITALIAN BOUTIQUE FASHIONS AT BRUNCH — VIA VENETO 7 (550 SEVENTH AVENUE) — HAMPSHIRE HOUSE FOUNTAIN ROOM

Fall Italian boutique separates, designed by Chiara Ghigi, available at Altman's. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.

May 14

SAKS FIFTH AVENUE RELEASE DATE--Cole Swimsuits. (No Show)

Monday May 14 11:00 A.M.

PRESS PREVIEW: NEW SPECIAL COLLECTION — ANTHONY BLOTTA, INC. — 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

Premiere showing of Blotta-International collection of Fall coats, suits, and ensembles, designed by Anthony Blotta and made in Italy. By invitation. For buyers, May 21, at 2:00; June 4, at 3:00. Contact: PE. 6-8412. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.

Monday May 14 12:15 P.M. Luncheon

PRESS PREVIEW OF FALL COLLECTION — HANNAH TROY, INC. — 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

Preview by invitation. Showings at 1:00 P.M., May 15, 16, 22, 23, 29, June 5, 6. By appointment. For preview, contact: Marie Shapiro; thereafter Lee Lerner, LO. 3-0988.

Monday May 14 2:30 P.M.

PREVIEW: FALL MISSES DRESSES — PARNES FEINSTEIN, INC. — 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

Preview of daytime "Special Occasion" dresses and costumes for Fall. By invitation. Continuous thereafter. Publicity: Barbara McGinniss, BR. 9-0952.

Monday May 14 3:00 P.M. Cocktails

OPENING OF FALL COLLECTION — LOOMTOGS, INC. — 1410 BROADWAY SHOWROOM - 15TH FLOOR

Opening of Fall sportswear and separates, designed by Leo Narducci. (Note Change Of Time.) By invitation and admission card only. Continuous daily thereafter. Contact: Bette Estes, LA. 4-4671.

Monday May 14 6:30 P.M. Cocktails-Dinner

DINNER-FASHION SHOW FOR FALL 1962 — DU PONT COMPANY — HOTEL ASTOR BALLROOM

Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1962. Cocktails: 6:30; Dinner: 7:30, followed by show. For retail store executives, buyers, and press. By invitation only. Trade Contact: Nancy McNish, LO. 3-6400, Ext. 491. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 14	OPENING OF FALL COLLECTION	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings of cashmere coordinates and boutique separates, designed by Dorothy Arden. Contact: CH. 4-2370. Publ.: Mathews-Latham, MU. 5-7907.		
Tuesday May 15 9:00 A.M. Breakfast	SUB-TEEN FASHIONS-- MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	F. I. T. 227 WEST 27TH STREET
	Eighth annual back-to-school subteen fashion and merchandising clinic--complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, PL. 1-6900.		
Tuesday May 15 10:30 A.M.	OPENING OF FALL COLLECTION	PATTULLO-JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showings at 10:30 A.M., May 15, 22, 25, 29, June 5, 8. By reservation. Contact: Sam Cohn, LO. 3-5650.		
Tuesday May 15 10:30 A.M.	OPENING OF FALL COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Herbert Sondheim's Fall collection, designed by Sara Ripault. (Press, Thurs., May 17, at 10:30 A.M. By invitation.) Showings, May 16, 17, 22, 23, 24, 28, 29, 31, at 10:30. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.		
Tuesday May 15 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.		
Tuesday May 15 1:15 P.M.	OPENING OF FALL COLLECTION	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showings May 15, 16, 17, 22, 23, 24, at 1:15. By appointment. Contact: Lucille Gordon, LO. 5-2727.		
Tuesday May 15 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 15, 17, 22, 23, 24, 29, 31, June 5, 7, 13, at 2:30. Press showing, Monday, May 21, at 3:00. By reservation. Publ.: Eleanor Stoner, LA. 4-6968.		
Tuesday May 15 4:00 P.M. Cocktails	OPENING OF FALL-WINTER COLLECTION	MARCH & MENDL; P.R.L. ALL WEATHER	500 CLUB 500 SEVENTH AVENUE
	Showing highlights of "All American" collection of rainwear and outerwear for Fall-Winter, featuring tie-in with the new musical "All American." For press and buyers, by invitation. Continuous thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.		
Tuesday May 15 5:00 P.M.-7:30 P.M. Cocktails	PRESENTATION: PLANS FOR NEW HOTEL	THE NEW YORK HILTON AT ROCKEFELLER CENTER	SAVOY-HILTON HOTEL CRYSTAL ROOM
	The design and plans for the new New York Hilton Hotel at Rockefeller Center, opening early in 1963, will be presented at a cocktail party. Publicity: Lisette Nigot, LT. 1-0840.		
Beginning Tuesday May 15	OPENING OF EARLY FALL COLLECTION	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuous showings of Jerry Silverman's early Fall collection of costumes and wool dresses, designed by Shannon Rodgers. Contact: CH. 4-4940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 16	STERN'S RELEASE DATE--travel and vacation fashions. (No Press Show.)		
Wednesday May 16 10:00 A.M.	OPENING OF FALL COLLECTION Showings May 17, 22, 23, 29, June 5, at 10:00. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 16 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses and costumes, designed by Miguel Dorian. By invitation. Continuous daily thereafter. Contact: CH. 4-2270. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 16 1:15 P.M.	OPENING OF FALL COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day. Thereafter, May 21, 23, 28, June 4, 7, at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 16 2:00 P.M.	PREVIEW OF FALL SPORTSWEAR Preview showing of complete Fall sportswear. For press and buying offices and their accounts. By invitation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 16, 23, June 5, 13. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR-NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Also, May 17, 23, 24, 29, June 6, 7, 13. Contact: CH. 4-1872.	LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday May 16 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Jane Derby's Fall collection. By invitation. Thereafter, May 22, 24, June 5, 6, 7, at 10:30 A.M. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday May 16	SHOWING OF FALL ITALIAN KNITWEAR Continuous daily showings of Avon's Fall Italian knitwear fashions. Contact: Lillian Frank, PL. 5-4592; or PL. 3-3500, Ext. 212.	AVON (P. CELLI)	LILLIAN FRANK 42 W. 58TH ST., RM. 212
Thursday May 17 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1962" Fall fashions for toddlers, girls, pre-teens, and boys. Showing at 9:15 A.M. By invitation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
May 17	PRESS SHOWING OF HERBERT SONDHEIM'S FALL COLLECTION AT 10:30. (See Pg. 2)		
Thursday May 17 10:30 A.M.	OPENING OF FALL COLLECTION Show at 10:30, May 17, 22, 24, June 5, 6, 8, 12, 14. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 17 12:00 Noon	PREVIEW: FALL COUTURE FASHIONS	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Couture collection of Fall fashions, for press and buyers. (Luncheon on first day only.) By invitation. Thereafter, May 22, 23, 24, June 5, 6, 7, at 12:00 Noon, by appointment. Contact: CH. 4-5693.		
Thursday May 17 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	SWEE-LO	HOTEL PLAZA TERRACE ROOM
	Summer fashions in international fabrics and designs by Swee-Lo. Press by invitation. Public by reservation; "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Thursday May 17 1:00 P.M.	OPENING OF FALL COLLECTION	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Showings May 17, 21, 22, 23, 24, 25, 28, 29, June 5, 6, 7, 12, 13, 14, 19, 20. Contact: PE. 6-0206.		
Thursday May 17 1:30 P.M.	OPENING OF FALL COLLECTION	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Also, May 22, 23, June 5, 6, at 1:30. Contact: CH. 4-0600.		
Thursday May 17 2:30 P.M.	OPENING: FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showing of Branell's Fall collection, May 17, 21, 22, 23, 24, 29, 31, June 5, 6, 7, 12, 14, at 2:30 P.M. By reservation. Contact: PE. 6-6983.		
Thursday May 17 2:30 P.M.	OPENING OF FALL COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings at 2:30, May 17, 22, 23, June 5, 6, 7, 12. By reservation. Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Publicity: Lorene Kramer, BR. 9-6560.		
Thursday May 17 4:00 P.M.	OPENING OF FALL COLLECTION	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Also, May 22, 23, 24, 29, June 5, 6, at 4:00. Contact: CH. 4-2616.		
Thursday May 17 4:30 P.M.	SCAASI DESIGNS FOR LITTLE WOMEN	L. WOHL & CO. (KATE GREENAWAY)	SHERATON-EAST HOTEL DIPLOMAT SUITE
	Premiere of children's Autumn fashions, sizes 7 to 14. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Beginning Thursday May 17	OPENING OF FALL COLLECTION	JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Continuous daily showings of Joan Leslie's "Misses Sizes for the Young Connoisseur." Contact: Isabelle Crawford, BR. 9-7700.		
Friday May 18 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	CLARET ORIGINALS, INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	Preview of Claret's Fall collection of sportswear and dresses. By invitation. Continuous daily thereafter at showroom. Contact: Fran Rodman, LO. 3-6126 or LO. 3-0163.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 18 10:30 A.M.	OPENING OF FALL COLLECTION	WILLIAM FOX, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of Fall collection, designed by Louise Armour at 10:30 A.M., May 18, 21, 24, June 4, 7, 12, 14. Contact: CH. 4-7940.		
Friday May 18 10:30 A.M.; 1:30 P.M.	FALL COCKTAIL AND EVENING FASHIONS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Fall collection, designed by George Nardiello, at 10:30 A.M. and 1:30 P.M. By reservation. Thereafter at 9:30 A.M., May 22, 23, 24, 29, 31, June 5, 6, 7, 12, 13, 14. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
Friday May 18 10:30 A.M.	OPENING: FALL DRESS COLLECTION	EDWARD ABBOTT-WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showings at 10:30, May 18, 24 (Press), June 4, 5, 6, 7, 8, 11, 12, 13, 14, 15. Also showing June 7 at 4:00 P.M.(cocktails). By invitation and appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.		
Friday May 18 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview by invitation. Thereafter May 22, 23, 28, 29, at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Friday May 18 12:00 Noon	OPENING OF FALL COLLECTION	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Paul Blumenstein's Fall collection, May 18, 22, 24, 29, June 6, 13, at 12:00 Noon. By reservation. Contact: WI. 7-0152.		
Friday May 18 1:15 P.M.	PRIVATE SHOWING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	By invitation. Thereafter, May 24, June 5, 6, 7, 12, 13, at 1:15 P.M. By reservation. (Also, June 4, at 4:00--see page 12.) Contact: Kay McGowan, LO. 5-6453.		
Friday May 18 2:00 P.M.	OPENING OF FALL COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Thereafter May 22 and 28 at 4:00. Contact: Anne Towne, CH. 4-2655.		
Friday May 18 2:15 P.M.	OPENING OF FALL DRESS COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Paul Parnes Fall dress collection. Contact: CH. 4-4600.		
Friday May 18 3:30 P.M. Cocktails	PRESS PREVIEW OF FASHIONS FOR TRAVEL	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXEC. CONFERENCE ROOM
	Abraham & Straus will present "Travel Time" collection of fashions for travel. By invitation. Publicity: Eileen Goldburg, TR. 5-0195.		
Friday May 18 4:00 P.M.	FALL COLLECTION BY DONALD BROOKS	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Also, May 22, 24, 29, June 5 (Press), 7, 12, 14, 19. Contact: LO.4-2155.		
Beginning Friday May 18	OPENING OF FALL COLLECTION	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday May 18	BACK-TO-SCHOOL AND FALL COLLECTION	"MR. THOMSON"	1410 BROADWAY SHOWROOM - 22ND FLOOR
	Continuous showings of custom detailed pants for women, in surface texture interest fabrics; also group of stretch pants. Contact: WI. 7-6700.		
Sunday May 20 12:30 P.M. Brunch	SUMMER FASHIONS DURING BRUNCH	TERRY ROGERS DRESSES DIV. OF GROSS-SYDNEY	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Showing of Terry Rogers dresses, available at B. Altman. Shoes--Ferragamo. Gloves--Kislav. Jewelry--Ann Caviness. Reservations--$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., MU. 9-8542.		
Monday May 21 10:30 A.M.; 11:30 A.M.	OPENING OF FALL COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings--Leonard Arkin at 10:30; Andrew Arkin at 11:30, May 21, 28, June 4, 6, 11, 13. Contact: WI. 7-5324.		
Monday May 21 11:30 A.M.	OPENING OF FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Around The Clock"--Fall dress collection, designed by Dorothy Farbo. By reservation. Showings, May 21, 24, June 4, 7, 12, at 11:30 A.M. Contact: Marcella Wolfe or Maggie Robbins, BR. 9-5991.		
Monday May 21 12:15 P.M. Luncheon	PREVIEW OF FALL LINGERIE COLLECTION	KAYSER-ROTH (425 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Kayser-Roth's Fall collection of lingerie. Show at 1:00 P.M. For press and buyers, by invitation. Publicity: Phyllis Youngheart, PL. 1-0752.		
May 21	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.2)		
Monday May 21 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Fall collection of dresses, costumes, and suits, May 21, 23, 28, 31, June 4, 5, 6, at 4:00 P.M. By reservation. Contact: PE. 6-5547.		
Beginning Monday May 21	JUNIOR AND PETITE DRESS COLLECTION	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902
	Fall junior and petite dress collection; transition and Fall sportswear. Also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Claire Affens, PE. 6-2392.		
Tuesday May 22 7:30 A.M. Breakfast	ANNUAL BREAKFAST SHOWS	MILLIKEN, INC.	HOTEL ASTOR GRAND BALLROOM
	Milliken will present Fall fashions at 7:30 A.M. showings--May 22, 23, 24, 29, June 1, 4, 5, 6, 7, 8, 12, 13, 14. Breakfast in the afternoon--May 28 and 31, at 3:30 P.M. Fashion Director: Claudette Rose. By invitation and ticket only. Contact: Helen Pavoski, OX. 5-1200.		
Tuesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
	Imported leathers, fabrics, and knits, including skiwear. By invitation. Thereafter continuous in showroom. Contact: Lou Clarke, LO. 4-6587.		
Tuesday May 22 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Showings at 10:00 A.M., May 24, 29, June 5, 7, 13. Contact: Sally McDonald, LO. 4-3246.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION	DAVID HART, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	David Hart's Fall collection of afternoon and cocktail dresses. By reservation. Thereafter June 4 and 6, at 10:00. Contact: OX. 5-2910.		
Tuesday May 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	HEISER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Heiser's Fall collection of dresses, separates, and playclothes By invitation. Continuous thereafter. Contact: LO. 3-1534.		
Tuesday May 22 11:00 A.M.	OPENING: FALL FOUNDATION COLLECTION	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
	By invitation for press and resident buyers, May 22, at 11:00 and 2:00. Pre-Market: June 4 at 2:00. June 5, 6, 7, at 10:00 and 2:00. June 8, at 10:00. Market: June 11, 12, at 9:30; 11:00; 2:00; 3:30. June 13, at 9:30; 11:00; 2:00. June 14, at 10:00 and 2:00. Reservations: Kay Keniry, MU. 5-5740. Publicity: Adele Dyer, MU. 5-5740.		
Tuesday May 22 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall-Winter coats, suits, ensembles, designed by David Kidd. Thereafter at 11:30, May 24, 29, June 5, 7, 11, 13. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, EL. 5-7872.		
Tuesday May 22 12:00 Noon	OPENING OF FALL COLLECTION	HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Misses and petite sizes, designed by Don Breitinger. Showings at 12:00 Noon, May 22, 29, June 5, 6, 7, 12. By appointment. Contact: LA. 4-0237.		
Tuesday May 22 1:00 P.M.	PREVIEW OF FALL MISSES DRESSES	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview for press and buyers at one showing only. By invitation. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday May 22 2:00 P.M.	OPENING: FALL COAT AND SUIT COLLECTION	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
	Harry Frechtel's Fall collection of coats and suits, May 22, 24, 29, June 5, 7, 13, at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310.		
Tuesday May 22 2:30 P.M.	PREVIEW SHOWING OF FALL COLLECTION	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Gross-Sydney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. By invitation. Continuous daily thereafter. Contact: Miss Carol, CH. 4-3558.		
Tuesday May 22 4:00 P.M.	PREMIERE: MISSES DRESS COLLECTION	EVIE MAXIME, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	New Fall afternoon and cocktail dresses, designed by Evie Maxime. By invitation. Continuous thereafter. Contact: Lillie Backes, WI. 7-5374.		
Tuesday May 22 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	GRETA PLATTRY FOR ZACARI, LTD.	ST. REGIS HOTEL VERSAILLES ROOM
	Zacari, Ltd. will present their Fall collection of sportswear, separates, and pants, designed by Greta Plattry. For press and buyers, by invitation. (Note Change Of Place.) Thereafter, continuous at showroom, 1410 Broadway. Contact: Kurt Weimer, WI. 7-1322.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 23 9:30 A.M.	BONNIE CASHIN FALL COLLECTION	SILLS & CO.	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
	Preview of "Bonnie Cashin Leather Designs for Philip Sills." By invitation. Thereafter, by appointment. Contact: LO. 5-0274.		
Wednesday May 23 10:00 A.M.	OPENING: FALL COUTURE FASHIONS	PEPE FERNANDEZ	211 EAST 53RD STREET SALON - 7TH FLOOR
	"Goyescas"--daytime, cocktail, and evening fashions, designed by Pepe Fernandez. Showing also June 6, at 10:00 A.M. Thereafter, by appointment. Contact: Mrs. Sylvia Fernandez or Miss Justo, PL. 2-1191.		
Wednesday May 23 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall preview at 10:30 A.M. By reservation. Thereafter June 4, 5, 6, at 2:30 P.M. Contact: Murray Solomon, LO. 4-3600.		
Wednesday May 23 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	COUTURE PETITES	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
	Fall coat and suit collection, designed by Murray Nieman. By invitation. Continuous daily thereafter. Contact: Richard Kolmer, WI. 7-4857.		
Wednesday May 23 2:00 P.M.	PREMIERE PREVIEW FOR THE PRESS	ILIE WACS COUTURE	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
	Ilie Wacs will premiere his Fall couture collection of coats and suits. By invitation. For buyers, May 25, at 2:00 P.M., and May 31, at 3:30 P.M. By reservation. Publicity: Mathews-Latham, 128 E. 37th St., MU. 5-7907.		
Wednesday May 23 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.		
Wednesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Robert Sloan will present his Fall collection of sportswear, dresses, and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter at showroom. Publ.: Margaret Hodge, LT. 1-3260.		
Wednesday May 23 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter June 5, 6, 7, 12, 13, 14, at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.		
Wednesday May 23 8:00 P.M.- 2:00 A.M. Supper	"CARNAVAL DE PARIS"(LA KERMESSE AUX ETOILES)	LA MAISON FRANCAISE OF N.Y. UNIVERSITY	WASHINGTON MEWS 5TH AVE. & WASH. SQ.
	French carnival for the benefit of La Maison Francaise of New York University--fashion, boutiques, international entertainment, buffet supper. Reservations: $25.00 per person. Contact: Annette Green Assoc., MU.3-5563.		
Thursday May 24 9:30 A.M. Coffee	PRESS PREVIEW: YOUNG IMPORTS COLLECTION	OHRBACH'S	6TH FLOOR
	Ohrbach's will preview their imported children's swimwear and sportswear for Summer. By invitation. Publicity: Mark Klauser, OX. 5-4000.		
May 24	PRESS SHOWING: EDWARD ABBOTT'S FALL COLLECTION AT 10:30 A.M. (See Pg. 5)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 24 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
	Jack Sarnoff's Fall collection of coats and suits, designed by Mollie. For press and buyers, by invitation. Showings thereafter May 28, June 5, 7, 12, 14, at 10:00 A.M., by appointment. Contact: PE. 6-7121.		
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COLLECTION	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
	Fall sportswear, dresses, at-home fashions, designed by Melba Hobson. For press and buyers, by invitation. Continuous daily thereafter. Contact: Bernice Lewis, WI. 7-8178.		
Thursday May 24 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buying offices, by invitation. Beginning May 28 - Mon. through Thurs., at 10:30. Publ.: Jeanette Gottlieb, BR. 9-6560.		
Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing of petite dresses, suits, and costumes, May 24, 29, June 4, 5, 6, 7, 12, 13, at 2:30. Contact: LA. 4-0162.		
Thursday May 24 3:30 P.M. Cocktails	FALL PETITE AND MISSES DRESSES	JAYMOUR BY SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview of the Jaymour Fall collection by Seymour Jacobson. For press and buyers, by invitation. Continuous showings beginning Mon., June 4. Contact: Leroy Grayson, CH. 4-3488.		
Thursday May 24 3:45 P.M.	PREVIEW: FALL SUIT COLLECTION	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall suit collection, designed by Stefan. By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.		
Friday May 25 2:30 P.M.	PREVIEW: SYLVAN RICH AND JERRY PARNIS	MARTINI DESIGNED & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Fall collections by Sylvan Rich for Martini; and Jerry Parnis for Miss Martini. Showings May 25, June 5, 7, 12, 14, at 2:30 P.M. By reservation. Contact: Eli Lehrman, LO. 4-0616.		
Monday May 28 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M., May 31, June 4, 6, 8, 12, 14. Contact: LA. 4-3310.		
Monday May 28 3:30 P.M.	PREVIEW OF FALL COLLECTION	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
	By invitation. Beginning Tuesday, June 5, continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.		
Monday May 28 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Lee Claire will present their Fall collection of late-day and formal fashions, designed by Earl Luick. For press and buyers, by invitation. Showings thereafter at 1:30, June 4, 5, 6, 7, 12, 13, 14. By appointment. Contact: Jack Sulzer, WI. 7-9470. Publ.: Margaret Hodge, LT. 1-3260.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 29 8:30 A.M. Breakfast	PRESS PREVIEW: NEW COIFFURE SERVICE Press party in beauty salon to introduce new coiffure service. Demonstration and fashion show at 9:00 A.M. (For release Fri., June 1.) By invitation. Publicity: Helen Clifford, OR. 5-1000, Ext. 374; or Beatrice Dudek at Glemby Co., OR. 7-4700.	FRANKLIN SIMON	3RD FLOOR 33 WEST 34TH STREET
Tuesday May 29 10:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview by invitation. Showings at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20, 21. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 29 10:30 A.M.	HELENA BARBIERI'S FALL COLLECTION Fall cocktail and evening fashions. By reservation. Thereafter June 5, 6, 7, at 9:30 A.M. Contact: Leo Morse, CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday May 29 2:30 P.M. Champagne	PREVIEW: FALL JUNIOR DRESS COLLECTION For press and resident buyers, by invitation. Showings June 4-14, Mondays through Thursdays at 2:30. Thereafter Mondays through Wednesdays at 2:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 30	MEMORIAL DAY (Wednesday).		
Thursday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new coat collection, showing at 12:00 Noon, May 31, June 5, 6, 7, 12, 13, 14, followed by luncheon. By invitation only. Contact: Bill Goldstein, CE. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Thursday May 31 2:00 P.M.	SHOWING OF FALL COAT COLLECTION Showing of Fall coats May 31, June 1, 4, 6, 7, 12, at 2:00 P.M. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday May 31 3:00 P.M. Champagne	PREVIEW OF FALL COAT COLLECTION Preview of Fall coat collection, designed by Bill Giardiello. For press and buying offices, by invitation. Beginning Mon., June 4, showings at 3:30 daily. Publicity: Barbara McGinniss, PE. 6-2365.	LA VIGNA, INC.	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
Thursday May 31 4:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Trade, June 1, 5, 8, 13, at 10:30 A.M. By appointment. Contact: JU. 2-2317.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Thursday May 31 5:30 P.M.	PREMIERE: SUMMER COIFFURES BY ADRIAN Monsieur Adrian, Parisian hairstylist, will introduce his new concept for Summer coiffures--the "S" line. By invitation. (For Release, Mon., June 4.) Publicity: Helen O'Hagan at Saks, PL. 3-4000, or Jane Ellis, JU. 2-6100.	SAKS FIFTH AVENUE	3RD FLOOR MAISON ANTOINE
June 1	FRANKLIN SIMON RELEASE DATE--New Coiffure Service. (May 29 Preview--Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 1 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Wragge's Fall collection. Thereafter, June 5, 6, 11, at 11:00 A.M. All showings by invitation only. Contact: WI. 7-4968.		
Friday June 1 12:30 P.M. Champagne-Luncheon	PRESS PREVIEW OF FALL COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Press preview of Vera Maxwell's Fall collection. By invitation. (Note Change Of Date.) Thereafter, Tues., Wed., Thurs., at 12:00 Noon, followed by luncheon. By appointment. Contact: Harold Queler, LO. 3-4358.		
June 4	SAKS FIFTH AVENUE RELEASE DATE--Adrian's Summer Coiffures. (See Pg. 10)		
Monday June 4 10:30 A.M.	PREMIERE: WHOLESALE FALL COLLECTION	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Premiere preview of Hattie Carnegie's Fall wholesale collection. By invitation. Thereafter, June 7, 11, 13, 15, at 10:30 A.M. By reservation. Contact: Sally Wolf, PL. 5-2600.		
Monday June 4 11:00 A.M.	PREVIEW OF JUNIOR FASHIONS FOR FALL	CARLETTE JUNIORS	1375 BROADWAY SHOWROOM - 18TH FLOOR
	Preview for press of Carlette's Fall junior fashions. By invitation. Thereafter continuous. Publicity: Alfred Davidson, PE. 6-3700.		
Monday June 4 12:00 Noon	PRESS PREVIEW: FALL COLLECTION	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. Thereafter at 12:00 Noon, June 5, 6, 7, 11, 12, 14, 19. Contact: Ruth McLaughlin, LO. 4-6337.		
Monday June 4 1:00 P.M.	OPENING OF FALL COLLECTION	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showings at 1:00 P.M., June 4, 5, 6, 7, 11, 12, 13, 18. By appointment. Contact: Jean Roberts, LA. 4-3520.		
Monday June 4 2:00 P.M.	PREVIEW OF FALL COLLECTION	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Max Lawrence preview of Fall dresses and costumes, designed by Walter Gerson. For press and buyers, by invitation. Continuous thereafter. Contact: WI. 7-2055.		
Monday June 4 2:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Schiaparelli Furs for Fall and Winter. Commentator: Bess Myerson. By invitation. Publicity: Ken R. Williams, WI. 7-4471.		
Monday June 4 3:00 P.M.	OPENING OF FALL COLLECTION	KASPER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Kasper will present his Fall collection. For press and buyers, by invitation. Continuous daily thereafter. Contact: Mr. Sackin, BR. 9-8394.		
Monday June 4 3:30 P.M.	PREVIEW OF JUNIOR FALL COLLECTION	JUNIOR ACCENT; PETITE ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Junior Accent and Petite Accent Fall fashions, designed by Frank Adams. By invitation. Also showing Tues., June 5, at 11:00 A.M. Continuous daily thereafter. Contact: LO. 4-1434.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	MADEMOISELLE RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mademoiselle Ricci's Fall collection, designed in Paris by Jules Francois Crahay of Nina Ricci. Showing also Thurs., June 7, at 6:00 P.M. By invitation. Contact: Rhoda Marcus, OX. 5-4760.		
Monday June 4 4:00 P.M.- 6:30 P.M.	FALL COLLECTION AT COCKTAIL PARTY	OLEG CASSINI	LE CLUB 416 EAST 55TH STREET
	For press and guests. Show at 5:00 P.M. By invitation only. Contact: Treva Davis at Martial & Co., MU. 8-0800.		
Monday June 4 4:00 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	COOPCHIK-FORREST (333 SEVENTH AVENUE)	EL MOROCCO 301 EAST 54TH STREET
	Preview of Andre Fath collection for Richard Scott furs. Commentator: Carol Knox, NBC. By invitation. Publicity: David Alba Assoc., TE. 8-8300.		
Monday June 4 5:30 P.M.	CALIFORNIA FASHIONS IN NEW YORK	MARUSIA ORIGINAL	ST. REGIS HOTEL SUITE 605
	Marusia will preview her Fall collection. By invitation. Thereafter, by appointment. Contact: 165 No. Robertson Blvd., OLympia 2-7730 (L.A.); PL. 3-4500 (N.Y.).		
Monday June 4 7:00 P.M. Cocktails-Dinner	FASHION SHOW AND DINNER FOR BUYERS	INTERNATIONAL SILK ASSN., U.S.A.	HOTEL PIERRE BALLROOM
	Fall and Winter silk fashions by New York and California designers. For retail executives, ready-to-wear and piece goods buyers. By invitation. Contact: Grace Beller, MU. 3-7197. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday June 4	SHOWING OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Continuous daily showings. Contact: Alan Baron, PE. 6-8867,		
Beginning Monday June 4	OPENING: FALL COUTURE COLLECTION	DOUGLAS & CARMONA, INC.	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR
	Fall couture collection of after-five fashions, designed by Carmona. Daily showings, June 4-22, from 10:00 A.M. to 5:00 P.M. By appointment only. Contact: CO. 5-0320.		
Beginning Monday June 4	CALIFORNIA FASHIONS FOR FALL IN NEW YORK	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	GOTHAM HOTEL
	Fall collection of sheer wools, silks, and cottons. Contact: Dick Steiner, MA. 7-5461 (L.A.); after June 3, CI. 7-2200 (N.Y.).		
Beginning Monday June 4	OPENING OF FALL COAT COLLECTION	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings. Contact: Phyllis Schorr, LO. 4-6886.		
Beginning Monday June 4	OPENING: FALL KNITWEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
	Continuous daily showings of Kimberly's Fall dresses, coats, and ensembles. Contact: Robert Brown, LO. 4-1080.		
Tuesday June 5 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 A.M., June 5, 6, 7, 12, 13, 14. By reservation. Contact: LA. 4-7626.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5 11:00 A.M.	OPENING: FALL JUNIOR DRESS COLLECTION	ARKAY	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showings at 11:00 A.M., June 5 and 12. Contact: LO. 5-2626.		
Tuesday June 5 12:00 Noon	OPENING OF COMPLETE FALL COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Complete Fall dress and sportswear collection, June 5, 6, 7, 12, 13, at 12:00 Noon. Contact: Audrey Brock, OX. 5-6440.		
Tuesday June 5 12:30 P.M. Luncheon	25TH ANNIVERSARY GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA HOTEL SERT ROOM
	Special festivities for graduates, alumnae, and executives from the fashion field. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope Associates, PL. 7-0515.		
Tuesday June 5- June 6 1:00 P.M.	OPENING: FALL DRESSES AND PETITE JUNIORS	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Fall dress and Petite Junior collections, designed by Stanley Herman. By admission card only. Contact: Jean MacGregor, OX. 5-4760.		
Tuesday June 5 2:00 P.M.	OPENING OF FALL MISSES COLLECTION	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showings at 2:00, June 5, 6, 7, 11, 12, 13, 14. Contact: LO. 5-2626.		
Tuesday June 5 2:30 P.M.	PREVIEW OF FALL COLLECTION	ERIC LUND, INC.	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Fall dresses, coats, and suits, designed by Eric Lund. By invitation. Daily thereafter, by appointment. Contact: Leonard Gerber, WI. 7-1076.		
Tuesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Designed by Peggy Thayer. By invitation. Thereafter Tues., Wed., Thurs., through June 21, at 2:30. Contact: Katherine Farmer, OX. 5-4812.		
Tuesday June 5 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	SILVANO FOR MORTY STONE, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Dresses, sportswear, at-home fashions, designed by Silvano. By invitation. Continuous daily thereafter. Contact: Miss Kayne, CH. 4-8520.		
Tuesday June 5 3:00 P.M.	OPENING OF FALL DRESS COLLECTION	ANDREA A.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showings June 5, 7, 11, 13, at 3:00. Contact: Stefane Demay, WI. 7-5324.		
Tuesday June 5 3:00 P.M.	OPENING: FALL MISSES COLLECTION	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Showings June 5 and 12 at 3:00 P.M. Contact: LO. 5-2626.		
Tuesday June 5 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of dresses, blouses, coordinates, sweaters. By invitation. Continuous thereafter at showroom. Contact: Esther Reifer, OX. 5-4270.		
Tuesday June 5 4:30 P.M.	PREVIEW OF FALL COLLECTION	BURKE-AMEY, INC.	16 WEST 57TH STREET SALON - 5TH FLOOR
	Burke-Amey will present their Fall collection. By invitation. Contact: CO. 5-7720.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW: SPORTSWEAR COLLECTION FOR FALL	CABANA (1410 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Cabana will present their Fall collection of sportswear, separates, and at-home fashions, designed by Pembroke Squires. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.		
Tuesday June 5 5:00 P.M. Cocktails	PREVIEW: OVER-THE-COUNTER FABRICS	KEYBAK INTERFACING CHICOPEE MILLS, INC.	SHERATON-EAST HOTEL DIPLOMAT SUITE
	"The Good Old Days"--fashion presentation by Keybak of Fall, Winter, and Holiday designs by 6 leading pattern companies and 20 fabric houses, for the over-the-counter market. For press and buyers, by invitation. Contact: Helen Ryan, WO. 6-1000.		
Tuesday June 5 5:30 P.M. Cocktails	PRESS PREVIEW: FALL-WINTER FUR FASHIONS	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
	Champagne press preview and fur fashion merchandising showing of Mr. John's "Society Collection" of trend-setting furs for Fall and Winter, 1963. By invitation. Publicity: Joe Mann, PL. 7-1966.		
Tuesday June 5 6:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Press preview of Fall dresses and costumes. By invitation. Showings at 3:00, June 6, 7, 11, 12. Contact: Nancy English, LO. 4-9115.		
Tuesday June 5 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	CARNEGIE HALL 7TH AVENUE & 57TH STREET
	Preview of August issue and introduction of "The Ten Best Dressed College Girls In America." Tickets: $7.50. By invitation. Contact: Harrolyn Dilley, MU. 9-5900, Ext. 202.		
Beginning Tuesday June 5	OPENING: FALL COLLECTION	MILARRE ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Continuous daily showings of Milarre's Fall collection. Contact: Milton Lichtstein, WI. 7-7787.		
Wednesday June 6 8:30 A.M. Breakfast	FASHION SHOW AND BREAKFAST	INGENUE MAGAZINE (750 THIRD AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Fashion show preview for Fall, featuring young junior fashions from the August and September editorials. For press, retailers, and buying offices, by reservation. Tickets: $3.50. Publ.: Fay O'Neill, YU. 6-6300.		
Wednesday June 6 9:30 A.M. Coffee	PREVIEW: FUR FASHIONS BY CONSTANTINO	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall-Winter fur fashions, designed by Constantino. Fashion Director and commentator: Mia Grau. By invitation. Contact: PE. 6-6944.		
Wednesday June 6 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION	MAX BOGEN, INC.	350 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	The Bogens will preview "Young Elegance" in furs, designed by Phyllis. Commentator: Ernest Bogen. Publ.: Terry V. Seymour, MU. 8-6380.		
Wednesday June 6 11:00 A.M.	OPENING: JUNIOR SUMMER DRESSES	JEANE SCOTT	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	One showing only. By invitation. Contact: LO. 5-2626.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 6 12:00 Noon	OPENING OF FALL COLLECTION	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Mollie Parnis' Fall collection, June 6, 7, 12, 13, 14, at 12:00 Noon. By reservation only. Contact: Lou Scobell, BR. 9-5012.		
Wednesday June 6; Thursday June 7 12:00 Noon Luncheon	FASHIONS IN LUREX-ZEFRAN-ZEFKROME	THE DOW CHEMICAL CO.	350 FIFTH AVENUE SHOWROOM - 801
	Fall knitted and woven fashions in Lurex, Zefran, and Zefkrome at two luncheon presentations. For press and retailers, by invitation. Contact: Emma Treadwell, PL. 7-8300. Press contact: Ruth Hammer Assoc., EL. 5-7872.		
Wednesday June 6 2:00 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Revillon's wholesale Fall-Winter fur collection. (Note Change Of Time And Date.) By invitation. Thereafter by appointment. Publicity: Bill Paige, PL. 9-5504.		
Wednesday June 6 3:00 P.M. Champagne	PREVIEW: FALL-WINTER FUR FASHIONS	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of Fall-Winter fur fashions for Mona Lisa by Max Koch. By invitation. Showing at 3:30. Commentator: Mia Grau. Contact: CH. 4-5852.		
Wednesday June 6 3:30 P.M.	PREVIEW OF FALL COLLECTION	SCAASI	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Scaasi will present his Fall collection June 6 at 3:30; also, June 12, at 5:00. By invitation. Contact: Pearl Newman, OX. 5-8130.		
Wednesday June 6 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR FASHIONS	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Designed by Betty Carol. Also showing Thurs., June 7, at 2:00 P.M. at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373.		
Beginning Wednesday June 6	OPENING: FALL DRESS COLLECTION	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
	Continuous daily showings of Rona's Fall collection. Contact: CH. 4-3872.		
Thursday June 7 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	RIVERO Y MOJENA (MIAMI, FLORIDA)	SAVOY-HILTON HOTEL LE CHATEAU
	Showing of Fall daytime, cocktail, and evening fashions, designed by Rivero y Mojena. By invitation. Thereafter, by appointment. Contact: Martha Brito, 1655 N. Miami Ave.,(Fla.); after June 1, EL. 5-2600 (N.Y.).		
Thursday June 7 9:45 A.M.	JUNIOR PETITE FUR FASHIONS	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	"The Junior Petite Story"--preview of fur fashions styled by David Dana. By invitation. Contact: Mr. Himmelfarb, LA. 4-0105.		
Thursday June 7 11:00 A.M.; 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Sarmi's Fall collection. Buyers' preview at 4:00 P.M. By invitation. Thereafter by appointment. Contact: CH. 4-7270.		
Thursday June 7 11:30 A.M.	PREVIEW: FALL-WINTER FUR FASHIONS	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Carl Bernstein's Fall-Winter fur fashions. By invitation. Thereafter, by appointment. Contact: Donald Bernstein, PE. 6-0546.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 7 12:00 Noon	OPENING OF FALL COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing of Fall collection, designed by John Moore, June 7, 12, 14, at 12:00 Noon. Contact: BR. 9-1195.		
Thursday June 7 2:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS	MARY BLACK OF LONDON	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
	Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Norma Bell, PL. 8-2014.		
Thursday June 7 2:30 P.M.	PREVIEW OF FALL-WINTER FUR FASHIONS	QUALITY FURS-MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Preview of Fall-Winter fur fashions. By invitation. Contact: Herman Susskind, CH. 4-7551. Publicity: Ann Silver Assoc., MU. 7-8654.		
Thursday June 7 3:00 P.M.-6:00 P.M.	TRADE SHOWING: OVER-THE-COUNTER FABRICS	EASTMAN CHEMICAL PRODUCTS, INC.	F. I. T. 227 WEST 27TH STREET
	Eastman will present a trade show, featuring over-the-counter fabrics containing Eastman fibers in Fall fashions made from patterns by Advance, Butterick, McCall's, Modes Royale, Simplicity, Vogue. By invitation. Contact: Lester H. Senholzi at Eastman, OR. 9-1820.		
Thursday June 7 3:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
	Fashions from Fall issues in a trends presentation. Showing promptly at 4:00 P.M. For retail stores, by invitation only. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100.		
Thursday June 7 4:00 P.M.	OPENING OF FALL COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Showing of a special group, designed by Bob Bugnand, in addition to Sam Friedlander's regular collection. Showing also Monday, June 11, at 2:30. By invitation. Contact: Sylvan Fox, PE. 6-2663.		
Thursday June 7 5:00 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Thereafter, June 8, 12, 13, 20, 26, at 2:30; and June 19, at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.		
Thursday June 7 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter by appointment. Contact: Mr. Di Marinis, JU. 2-1747.		
Thursday June 7 6:00 P.M. Cocktails	TWENTY-FIFTH ANNIVERSARY PARTY	DEVONBROOK LTD. (1400 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Devonbrook will invite the press and buyers to a special celebration, honoring their twenty-fifth anniversary in business. By invitation. Publicity: Betty Yarmon, TR. 9-7112.		
Friday June 8 9:00 A.M. Breakfast	PREVIEW OF FALL-WINTER FUR FASHIONS	LAURENCE H. KAYE FURS (345 SEVENTH)	HOTEL PLAZA TERRACE ROOM
	Laurence H. Kaye will preview his Fall-Winter fur fashions. For press and buyers, by invitation. Thereafter, beginning Mon., June 11, at 10:30 and 2:30, by appointment at showroom. Contact: Rose Ciacci, OX. 5-8340.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 8 10:30 A.M.	PREVIEW OF FALL IMPORT FASHIONS	FONTANA OF ROME	HOTEL PLAZA STATE SUITE
	Preview of Fontana's Fall import fashions. By invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.		
Friday June 8 12:00 Noon Champagne	PREMIERE OF FALL WHOLESALE FASHIONS	MARTIER-RAYMOND	13 WEST 57TH STREET SHOWROOM - 2ND FLOOR
	Martier-Raymond will premiere their Fall wholesale collection of daytime to evening fashions, at new showroom. For press and buyers, by invitation. Thereafter, by appointment. Publ.: Muriel Victor, PL. 3-0697.		
Friday June 8 3:00 P.M.	TWENTY-SEVENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
	"August Mademoiselle, Campus Guide"--Back-to-school fashions from Mademoiselle's August 1962 college issue. Merchandise exhibit and reception 3:00 P.M. Showing promptly at 4:00 P.M. Tickets: $7.50, by invitation only. (Special buses, Metropolitan Opera, from 2:30.) Contact: Susan O'Reilly, MU. 9-5900, Ext. 670.		
Monday June 11 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	Ben Kahn will present his Fall-Winter fur collection, also premiere showing of a couture group, designed by Pauline Trigere. By invitation. Buyers' showings June 12, 13, 14, at 2:30 P.M. By appointment. Publicity: Mathews-Latham, 128 E. 37th Street, MU. 5-7907.		
Monday June 11 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showings, Tues., June 12, at 2:30, and Wed., June 13, at 10:30. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.		
Monday June 11 3:30 P.M.	PREVIEW OF "FANTASY IN FURS"	FUR INFORMATION & FASHION COUNCIL	F. I. T. 227 WEST 27TH STREET
	Theatrical fashion show, including 70 fur fashions by leading American designers; also an exclusive collection by Cardin, Sybil Connolly, Givenchy, Pucci. Thereafter to be seen in major cities this Fall. By invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.		
Tuesday June 12 9:00 A.M. Champagne Breakfast	PREVIEW: READY-TO- WEAR FUR COLLECTION	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA TERRACE ROOM
	Ready-To-Wear Fall and Winter fur collection. By invitation. Thereafter, 10:30 and 2:30, at showroom, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.		
Tuesday June 12 2:30 P.M.	PREMIERE: FURS BY JACQUES HEIM	SOL SCHULMAN COMPANY	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR
	Fall-Winter fur fashions, designed in Paris by Jacques Heim, exclusively for Sol Schulman. For press and buyers, by invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Publicity: Gwen Considine, PE. 6-4481.		
Wednesday June 13 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Fantasia Furs will present their Fall-Winter fur collection. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., EL. 5-7872.		

1963

january

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